# EVENT PRODUCTION ESTIMATE WBH-4004-93

Weiss \ Watson

Mr. Jose Fontanez
Manager, Event Promotion
Philip Morris U.S.A.
120 Park Avenue, 12th Floor
New York, New York 10017

| | |
|---|---|
| Fiscal Year | 1993 |
| Work Start Date | March 22, 1993 |
| Revision No. | 00 |
| Revison Date | April 5, 1993 |
| Previous Revision Date | |

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|---|---|
| Weiss\Watson Job No. | BH-6401 |
| Media Estimate No. | A3007-5N |
| Media Date | April 28, 1993 |
| Description | Black Expo Ad (Houston) 1993 |
| | Benson & Hedges Blues and Rhythm |
| Department | Event Promotiom |
| Product | 12 - Benson & Hedges |
| Subject to Sales Tax? | No |

| Work Category | Previous Estimate Total | Current Estimate: Non-Commissionable | Current Estimate: Commissionable | Current Estimate: Commission* | Current Estimate: Total |
|---|---|---|---|---|---|
| Artwork | | | $325.00 | $57.36 | $382.36 |
| Concept Development* | | | | | |
| Dyes/Prints | | | | | |
| Illustration | | | | | |
| Typography | | $175.00 | | | $175.00 |
| Photo Session | | | | | |
| Photography | | | | | |
| Photostats | | | | | |
| Postage* | | | | | |
| Printing | | | $275.00 | $48.54 | $323.54 |
| Reproduction Fees | | $1,430.00 | | | $1,430.00 |
| Retouching | | | | | |
| Shipping* | | $150.00 | | | $150.00 |
| Travel* | | | | | |
| Meals/Entertainment* | | | | | |
| Other (See Note) | | | | | |
| Other (Commissionable) | | | | | |
| Other (Non-Commissionable)* | | $25.00 | | | $25.00 |
| Subtotal | $0.00 | $1,780.00 | $600.00 | $105.90 | $2,485.90 |
| Sales Tax | $0.00 | $0.00 | $0.00 | $0.00 | $0.00 |
| Total | $0.00 | $1,780.00 | $600.00 | $105.90 | $2,485.90 |

*These categories not subject to sales tax.
Totals may not be accurate due to rounding.

Note:

Peter Fontanez 4/5/93
Agency Approval Date

Client Approval Date

Budget Instructions

2041964838

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